

# THE Quill

**A MAGAZINE FOR  
WRITERS, EDITORS,  
AND PUBLISHERS**

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## Training For Foreign Service

By

**Charles Stephenson Smith**

Chief of Foreign Service, The Associated Press

## Agriculture Welcomes Trained Writers

By John R. Fleming

Special Farm Writer

## A Quarter Century of Journalism

By W. M. Glenn

Editor and Publisher, The Orlando, Fla., Sentinel

## Why We Banned Fight Ballyhoo

By Charles S. Ryckman

Editor, The Fremont, Nebr., Tribune

## An American View of the French Press

By Melvin K. Whiteleather

Newspaper and Magazine Writer

## Striking Out For Yourself

By James H. Myers

Editor and Owner, The Fallbrook, Cal., Enterprise

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# As They View It

## Journalists of Today

**I**N my opinion, the modern cable services have played so large a part in modern journalism that they have created a new type of newspaper man, who, in the terms of last century's professional requirements, would fall very short of the ideal. The tendency of the young journalist of today is to rely on the news agencies to so great an extent as to render him more or less sterile as an independent thinker and writer. When news and not views is in demand, the individuality of the journalist is necessarily curtailed in a creative sense.

"On the other hand, the young journalist of today is a much more efficient business organism than his Bohemian predecessor of the 'nineties. My experience tells me that he is largely to be relied upon, in the time sense, for his copy, and that, on the whole, he takes a much more comprehensive view of journalism than his poeticizing and philosophizing forebear. At the same time, I am constrained to admit that, in a literary sense, the modern journalist cuts but a poor figure by the side of his brother of the past. His background of culture is, as a rule, less satisfying and his outlook on men and affairs is governed by less human and more mechanical standards."—Albert Laker, of the London, England, *Sunday Referee*, in the *Journal of The Institute of Journalists*.

## Something About Free Lancing

**T**HE free lance writer—I mean by that the man who is definitely the journalist and not the writer of fiction best sellers—has a hard time of it. He works a great deal harder for his money than most men in a newspaper office ever think of working. His task is not merely the job of writing something; it is very much more the job of selling what he writes. Writing is easy. If it doesn't come easy to any man he ought never to dream of making a living as a free lance. The hard part of the job is marketing the written product. The writer who sets up in business for himself automatically becomes a business man. If he doesn't, he starves to death. He has to study his markets just as carefully and as thoroughly as the manufacturer of automobiles or chewing gum has to study his markets. He must cultivate his sources of raw material, and know where to get whatever he wants when he wants it, just as thoroughly as the United States Steel Corporation has to assure itself of an adequate supply of iron ore, coal and other materials that go into the finished product."—Frank Parker Stockbridge, editor of *The American Press*, in his column "First Person Singular."

## A Challenge to the Press

**E**VERY newspaper in the United States, in my humble opinion, should be militant for a reform of conditions permitting the reckless slaughter of men, women and children on public highways of the states and in city streets by automobiles and trucks. It is the most brutal chapter in American history and we all stand by as if helpless. Indeed, it seems to me that we have grown callous to the violence of the road and are only concerned when disaster overtakes persons in our immediate circle. \* \* \* Everyone knows, but few seem to care, that 20 Americans are killed every year for every 100,000 population, the greatest single source of violent death in this country. The aggregate of fatalities and injuries in ten years makes our World War casualties seem trivial. Is this nothing for the American Press to get excited about or fail to expose?"—Marlen Pew, in "Shop Talk at Thirty" in *Editor and Publisher*.

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## Training for Foreign Service

Years of Actual Experience on American Newspapers Are Indispensable for Success Abroad

By CHARLES STEPHENSON SMITH

Chief of Foreign Service, The Associated Press

**A**BILITY to speak and read foreign languages does not necessarily qualify men for work as foreign news correspondents. Yet hundreds of men and women who are absolutely without training as news editors and reporters apply monthly to American newspapers and news agencies for foreign news assignments.

"I can speak French," "I know German," "I am fluent in Italian," "My Spanish is perfect," are the pleas made by applicants for news work abroad who have never written a news story in their lives and have no knowledge whatever of American newspaper-making.

It would be as reasonable for a man in New York without training as a carpenter, plumber, doctor or lawyer to seek work in France at one of those trades or professions on the ground that he can speak French.

Foreign languages are tools which greatly assist trained American newspaper workers in making a success of their profession in foreign lands. But years of actual reportorial and editorial work on American newspapers are indispensable for success in news work abroad.

Thousands of Americans who

are making their first trip abroad apply annually to American agencies and newspapers for commissions to send news reports back to the United States, or to supply feature articles about their trip. Most of these

amateur travelers have never written anything for publication. But they fancy it is easy to do news and feature work and seem wholly ignorant of the network of bureaus, the scores of trained correspondents and the extensive organization which news agencies have in all important countries.

The ability to read and write foreign languages yields slight income to the person who has not special training along professional or commercial lines. Translators are wretchedly paid, that is, translators who are merely that and nothing more. Nearly all Swiss and Italian waiters can speak and read half a dozen languages. And they can speak these languages so they can be understood.

Years ago I was talking to an English business man in Constantinople, that Levantine city which was then so polyglot that a man of almost any nationality could find thousands of persons there who spoke his native

### Reaching the Goal

News gathering in far-off places is the dream of many a newspaper man with a touch of the Gypsy in his makeup but a dream that comparatively few have fulfilled. For those who would become correspondents in foreign fields, the editors of *The Quill* asked Charles Stephenson Smith to outline the requirements for such a post, also to point out the best route to the goal. It is with considerable pleasure that his response is presented in the accompanying article.

Mr. Smith has traveled around the world several times in the service of the Associated Press. He made a complete tour of South America last winter. He has served the AP in Africa, in South America, in Europe and in Asia. In the United States he was associated with the New York and Washington bureaus. He became Chief of Foreign Service four years ago with headquarters in London. Three years ago his headquarters were transferred to New York. His first newspaper work was on the *Omaha Bee*. He worked later on *Des Moines*, *St. Louis*, *Nashville* and *Washington* newspapers.



tongue. The Englishman was a wholesale rug dealer. He was complaining about the difficulties he had in keeping a satisfactory staff. Constantinople was full of unemployed Russian refugees. Greeks, Armenians, Turks, Arabs and all sorts of Levantines were seeking work.

I protested to the Englishman:

"But these folks all over this city seem to know many languages and say they want work."

"The trouble with most of them," the Englishman replied, "is that they can speak a dozen languages, but they can't think in one."

The newspaper man who can write acceptable English, who knows the requirements and technique of American papers and who knows news, will do far better in a foreign field without foreign language than a polyglot who has no newspaper training.

A well-trained, alert, ambitious American newspaper man will soon learn foreign languages if plunged into foreign lands to sink or swim. But there is little chance that an American untrained in newspapering would ever learn to be a really good correspondent if shoved into a foreign country, even if he had a knowledge of half a dozen tongues.

Men who are good reporters in the United States generally make good correspondents in Europe, or South America, or Asia. And men who have not had a good basic training on newspapers in the United States seldom succeed in the foreign field.

Language equipment is a great asset for trained newspaper men who want to go into foreign news work. Spanish is the language which is most useful at present, as fewer applicants offer it and the expansion of North American agencies and newspapers is more marked in South America than it is in Europe.

Ten applicants for foreign service offer French to one applicant offering Spanish. German is offered by a considerable number of persons seeking news work abroad. Italian is seldom offered.

The Associated Press employs men for its news work in the United States who have had an extended reportorial experience on daily newspapers. And in turn it recruits its foreign correspondents from men who are trained in the domestic service of the organization.

Reporters and editors who desire to enter foreign service are encouraged to learn foreign languages and make a special study of the countries to which they desire to be assigned. They are told frankly that Spanish is the language which is likely to be the best asset as South America is the field that is most promising. Furthermore, like the State Department, the Associated Press has adopted the policy of making South America the field to which new recruits in the foreign service are sent first.

Associated Press men from Portland, Ore., to Portland, Maine, and from San Diego to Miami are studying foreign languages and endeavoring to supplement the book knowledge of Spanish, French and German which they acquired in secondary schools and colleges. They are encouraged to read newspapers in the languages which they are acquiring. Without the ability to read the living language as it appears in the daily news grist, a foreign correspondent is lost.

The training which an American student has had in reading French, Spanish and German classics under a teacher who probably was unable to speak the language must be supplemented rigorously by more practical reading before a working knowledge of the language can be had.

American banks, manufacturers and commercial organizations of all sorts train thousands of young Americans annually for foreign posts. There is a glamor about distant cities which attracts imaginative young Americans. But the failures among the youngsters sent abroad are numerous.

Americans lack the tradition of foreign service that is common among Englishmen. Younger sons in England have been forced for centuries to seek a livelihood elsewhere in the Empire. In the United States there have been so many opportunities for development within our own borders that young men who tired of work abroad easily obtained work at home.

Newspaper men from the United States, especially those who have worked in several American cities, seem to adapt themselves better abroad than young business men. Generally the newspaper men are somewhat older than the junior personnel sent out by great commercial corporations and are men of broader experience. Furthermore, their work is probably more interesting and occupies their time during longer hours.

News gathering in foreign fields runs all around the clock for men who work for news agencies. With service to United States afternoon and morning papers which have many editions, foreign correspondents must always be on the alert. Furthermore, news gathering is work and recreation at the same time. Foreign correspondents may find news wherever they turn. The really alert foreign correspondent with a genuine nose for news can scarcely attend any sort of meeting or social gathering without finding some copy. He can hardly make a holiday trip into any out-of-the-way place without picking up material for feature articles which will be entertaining to United States readers.

But the correspondent who has not had extensive news experience on newspapers in the United States generally has little idea about what sort of news and

*(Continued on page 16)*

# Agriculture Welcomes Trained Writers

Writers With the Farm Slant Are a Necessity, These Days

By JOHN R. FLEMING

**W**ITHOUT benefit of questionnaire or survey, it appears that there are more openings of one sort or another for agricultural journalists today than in the past. This is despite the decreasing number of farm journals. Farm journals have responded to the itch to merge just as newspapers have.

But if openings in the farm journal field are not as numerous as they were 10 years ago, prospects elsewhere are brighter. Daily newspapers with large rural circulations use reporters with some knowledge of farming and agricultural research. (That use should increase, in the interests of accuracy.) Press associations have been going in for farm information material more and more, and some of them have farm editors. The more prosperous country weeklies are using men trained in agricultural journalism to dig up news out at the grass roots, news that changes the tone of the paper from a stupid emphasis on visits and petty social items, to an intelligent emphasis on farm and community activities that have interest and significance.

To illustrate, in passing, how a reporter who knows something about agriculture can serve daily newspapers, consider the recent deluge of news on short selling in wheat by Russian interests. How many newspaper readers know what selling wheat short means? Depressingly few, I'll wager, even excepting those who read with their lips. Yet the significance of the Russian wheat operations, and of the evidence made public by the Secretary of Agriculture, would be lost without at least an elementary knowledge of the world wheat situation, and of short selling, hedging, and other operations customary on the grain exchanges.

Frank Weller, farm editor for the Associated Press,

## New Fields to Plow

With the ever-increasing number of journalism graduates, their placing becomes more complex a problem. New fields must be found.

It was with this in mind that the editors of *The Quill* asked John R. Fleming, a special assistant to the Secretary of Agriculture, to comment on the opportunities in agricultural journalism. The result is the informative article appearing in this issue. He points out in the letter accompanying his article that it reflects his private opinion and that he is not acting as a spokesman for the Department of Agriculture.

Mr. Fleming graduated from Cornell in 1922. He had taken an agricultural course with frequent excursions into the arts college. He was active in college journalism. He acquired, in various periods, nearly two years' farm experience as a hired hand in New York, Pennsylvania and Kansas. After serving as a reporter and later city editor of the Springfield, Mass., *Union*, he went to Ohio State University in the fall of 1923 as extension news editor with the agricultural college extension service. He also taught agricultural journalism at Ohio State. He remained at the Buckeye school until April, 1930, when he assumed his present post. He is the author of a number of magazine articles on agricultural subjects.

came to the rescue of the populace in the early days of this Russian wheat selling news with an excellent article on what it was all about. He explained short selling and hedging, in relation to the world wheat market, and gave specific examples of wheat shipments and prices.

Newspapers and farm journals do not absorb all the agricultural journalists. The field has broadened, for better or for worse, to include industries financially interested in agriculture, railroads, farm organizations, agricultural colleges and experiment stations (which you find in every state), and the United States Department of Agriculture. The Department of Agriculture alone has about 75 editorial workers, some assigned to the central Office of Information, others more closely attached to the several bureaus of the department.

Industries allied to agriculture make use of agricultural journalists as publicity men, promotion experts, and editors. Farm organizations, including an increasing number of cooperative marketing organizations, employ men trained in agricultural journalism to edit magazines for the

membership, and to write news for the press. In the agricultural colleges and experiment stations, along with the Department of Agriculture, the demand is for men who can write agricultural news and information for the press in general, for radio writers, and for men to edit popular and technical bulletins based on scientific research. In the smaller colleges one man may have to perform all these duties; in the larger and wealthier colleges the publications office often has four or five editors.

There are yet other opportunities for journalists trained in agriculture, but those listed are enough to indicate that the field is broad. As in general jour-



nalism, so in agricultural journalism the doors are always wide open for the free lance. But that is no job for the recent college graduate, unless he wants to sleep on park benches for a year or so.

The demand for trained agricultural journalists is greater than the supply. The demand is not so keen for men coming into agricultural journalism because they cannot find jobs elsewhere. It is becoming more and more necessary to have a college degree, preferably in agriculture with some credit in journalism, and to have farm experience somewhere in the background. Insistence on these specifications is based on the assumption that the man who has them will inevitably have an intelligent interest in agriculture.

What seems to be generally accepted as the ideal combination of training and experience for the agricultural journalist is farm experience, a degree from an agricultural college, some college training in journalism, a year or so of daily newspaper work, then experience in the field of agricultural journalism proper.

Volumes can, and probably will, be written on the training and experience needed by the agricultural journalist. I should like to submit a footnote here and now for a chapter on the college curriculum. I do not see much point in taking an impressive array of courses in order to learn the technic of agricultural journalism. One or two courses, which include plenty of practice in writing, can give the fundamentals. (That goes for general journalism, too. I know a few journalism professors who, in private, admit it.) Then I would crowd in all the economics, psychology, philosophy, history, sociology, and English that I could. After that I would take some more economics. The basic courses in the sciences are of course understood.

I say this because I have found in my own experience that in writing about agriculture there is as much need for intellectual curiosity, for historical perspective, and for a sound foundation in the humanities, as there is in any other kind of journalism.

The day is past, I believe, when the average newspaper reporter can cover agricultural events just as he covers a murder or a meeting of the school board. How many times and oft, alas, I have heard a city editor say to a reporter, "Get something on this farm bureau meeting, willyuh? Pick up something with a little life to it." The reporter, knowing nothing and caring less about the activities and significance of the farm bureau, and desperate for a story, goads the farmers into saying something "worth printing," as

it is naively put, about daylight saving, or why cows leave home, or the iniquities of the legislature.

In the early days of the American Farm Bureau Federation a reporter was sent to interview the officers and directors, in town for a special session.

Blissfully ignorant of the extent, the power, and the aims of the organization, and unfamiliar with topics of current interest in agriculture, this reporter could ask only the usual banal questions. He got the usual banal answers. His story said that the directors of the American Farm Bureau Federation were meeting, that the meeting would last two days, and that the next meeting place and time would be announced later. No wonder city editors conclude that farm news is dull stuff! Yet this was at a time when the McNary-Haugen bill was in the headlines, and when an intelligent interview with the farm bureau leaders on McNary-Haugenism would have been page one copy anywhere.

I doubt if any industry has been as constantly subjected to misrepresentation and misinterpretation in the daily press as has agriculture. The prevailing opinion among newspapermen seems to have been that agriculture is after all extraordinarily simple, that farmers are correspondingly simple, and that the average reporter can cover any agricultural story capably, just as any editorial writer can interpret the facts on agriculture to the satisfaction of the intelligent reader.

This point of view is not so much in evidence today. There must still be traces of it, however, else one of our leading press associations would not have quoted Chairman Legge of the Federal Farm Board as saying, "Farmers raising less than 300 acres of wheat are hopelessly handicapped." Anyone knowing Mr. Legge and his considerable knowledge of farming would at once suspect that he had been misquoted.

He had been. What he really said was this: ". . . in that section (the Southwestern states) the grower raising less than 300 acres of small grain seems to be rather hopelessly handicapped." There is a difference.

Farming nowadays is complex enough to suit any city editor who abjures the simple. But it takes someone with at least an elementary knowledge of farming and of economics to write intelligently about it. The amount of scientific research in agriculture is staggering. But that cannot be interpreted intelligently without some knowledge of and interest in the sciences. In fact scientific research, including economic research in farming, is still far ahead of the interpretation of this research.

The gates are wide open for well trained agricultural journalists, but they are not so wide open for the old-fashioned catch-as-catch-can writer.

# A Quarter Century of Journalism

Busy Years of Doing Everything From Sweeping Out to Editing a Morning Daily

By W. M. GLENN

Editor and Publisher the Orlando, Fla., *Morning Sentinel*

Charter Member, Sigma Delta Chi

**T**WENTY-FIVE and more years of newspaper work. Twenty-five years of pushing the quill—of doing everything to be done in a newspaper plant from sweeping out, cleaning the job presses and operating an old Washington hand press to guiding the destiny of a morning daily.

Twenty-five years of work, mostly hard work, for no profession is an easy one if a person is anxious to put the most into it and take out the most. Twenty-five years and more of journalism on a high school paper in Illinois, on dailies at the University of Illinois and DePauw University, in Chicago, Anderson, Ind., Indianapolis and Florida.

Twenty-five years in a pleasurable pursuit. Years in which have come every kind of a thrill, every satisfaction from a job, every kind of a story. That, in brief, has been my quarter century of journalism.

Of all the various and sundry elements involved in the profession, the greatest joy has been from the writing of a story. In other words, being a reporter. It matters not what the story, just so that it has an interest for the reading public. Our present-day editors, publishers and newspaper executives almost to a man will admit that their reporting in their early days has been their greatest delight in newspaper work—even though their stories may have been chopped to a few lines.

There is fun and happiness in getting human inter-



The Small City Editor's "Private" Office—By W. M. Glenn

Though it has been years since he took up his pen for a try at cartooning, Mr. Glenn reverted to an old hobby long enough to illustrate for *The Quill* one of the discoveries of his 25 years of newspaper work—the futility of a private office.

Riding on a train between Champaign and Danville, Illinois, in the stormy political days of 1904 with Col. Theodore Roosevelt—then sitting on the same platform with him. This was while I was reporting for a weekly newspaper, the *Eastern Illinois Register*, at Paxton, Ill.

Being in the presence of John C. Shaffer of the *Chicago Evening Post* for an

hour showing him some sketches I had made and trying to persuade him to accept them for publication but failing.

Selling my first commercial art work, a one-column series of drawings called "Susie and Topsy," to the N. E. A. in Chicago.

Being the last reporter to interview James Whitcomb Riley as he returned to Indianapolis in the spring of 1914 after spending the winter in Florida. There was much sentiment in this because Riley had his first verses published in the *Anderson Morning Herald*, where I reported for several months in 1911.

Another thrill of early days in the field of journalism was meeting "The Great Commoner." I was about 14 years old and doing odd jobs around a news-

est stories and art, whether they be of people, places, things, events or of dogs, horses or even cats.

Like every man who has done reporting at one time or another in his life, I have had a number of experiences that I never shall forget. Some of them were:

Interviewing Lord Northeliff on the *Aquitania* in 1924.

paper shop, writing personals and stories as they were developed in a town of three thousand population.

William Jennings Bryan came to town on one of his Chautauqua pilgrimages. The publisher of the newspaper, J. Wallace Dunnan, was a dyed-in-the-wool Democrat in a Republican stronghold, Ford County, Illinois. Just before the silver-tongued orator was to make his address, the publisher took me to the platform and introduced me to Mr. Bryan. I shall never forget the romance of it all, nor the size of his hand. My hand was literally engulfed in his. Fifteen years later I met Mr. Bryan again and he said he remembered the occasion very well. This, I considered monumental flattery from the greatest master of the art.

Another youthful experience was submitting a pen and ink drawing to Sid Mercer of the old New York *Globe*. Sid is now doing sports for the New York *Journal* and is likely the oldest sports writer to follow the game consecutively in New York. He published the cartoon, which dealt with baseball, and I imagined myself headed for fame and prosperity.

Two events stand out in my experiences in college journalism. One was becoming a member of the staff of the *Daily Illini* as a freshman in 1906, the first yearling to have been so recognized up to that time. (The reason for my breaking into the staff of upper classmen was the fact that I could make pen and ink cartoons.) The other had to do with the founding of Sigma Delta Chi, journalistic fraternity, at DePauw. I had gone to DePauw from Illinois.

While members of the DePauw *Daily* staff, Laurence H. Sloan, now of the editorial board of *Standard Statistics*, in New York, and myself conceived the idea of establishing an honorary journalistic fraternity. A short time later, Sigma Delta Chi was organized. The author of these reminiscences was the first president of the organization as a local and signed the charters for DePauw, Purdue, the University of Michigan and the University of Kansas. Subsequently, Sigma Delta Chi became national and also professional. To Sloan went the honor of becoming the first national president of the fraternity.

As far as personal knowledge recalls, the then Gov. Osborn, of Michigan, was the first honorary member, being initiated by the Michigan chapter. The second honorary member was Hamilton Holt, then editor of the *Independent*. He came to Greencastle on a lecture tour in the spring of 1910. My contact with Dr. Holt has been maintained through the years, and, by coincidence, he is now president of Rollins College at Winter Park, Fla., Winter Park being Orlando's immediate sister-city to the north with only an imaginary boundary between them.

Probably the greatest shock in a quarter century around newspaper shops came in the office of the Anderson *Morning Herald*. Fresh from college with an A.B. degree, I applied for a job as a reporter. After the usual critical analysis by the managing editor, I ventured to ask what the salary would be.

"We start all of our reporters at eight dollars a week," he replied.

Then I asked what the hours would be.

"From sunset to sunup," he growled.

Is it difficult to imagine the reaction to such a proposal and the smashing of college dreams? The job was accepted, however. In those days, a meal ticket for a week's board at a reputable boarding house could be purchased for \$3.50 and a room could be obtained—a big, front room with elaborate lace curtains, rocking chairs and everything leading to comfort—for \$3 more a week. There was still enough left for tobacco and sundries.

Looking back, I feel that probably my most important personal effort in 25 years was the chronological history of the World War as written into the files of the Orlando *Morning Sentinel* from the start of the war to its conclusion.

In those days, the paper was small. We had a pony service from International News Service, changing to the Associated Press about the middle of the war. There was one linotype, a flat bed press of four pages and a folding machine. As co-publisher at that time, I served as proof-reader, head of the copy desk, society editor, reporter, editor, managing editor and everything connected with the shop. At nights my wife would come down and help read proof.

Into those war-time volumes of the *Sentinel* we literally packed all of the war information that we could get, some of it from the Government and the rest from the New York *World*, the New York *Times*, the Chicago *Tribune*, other metropolitan papers and other sources.

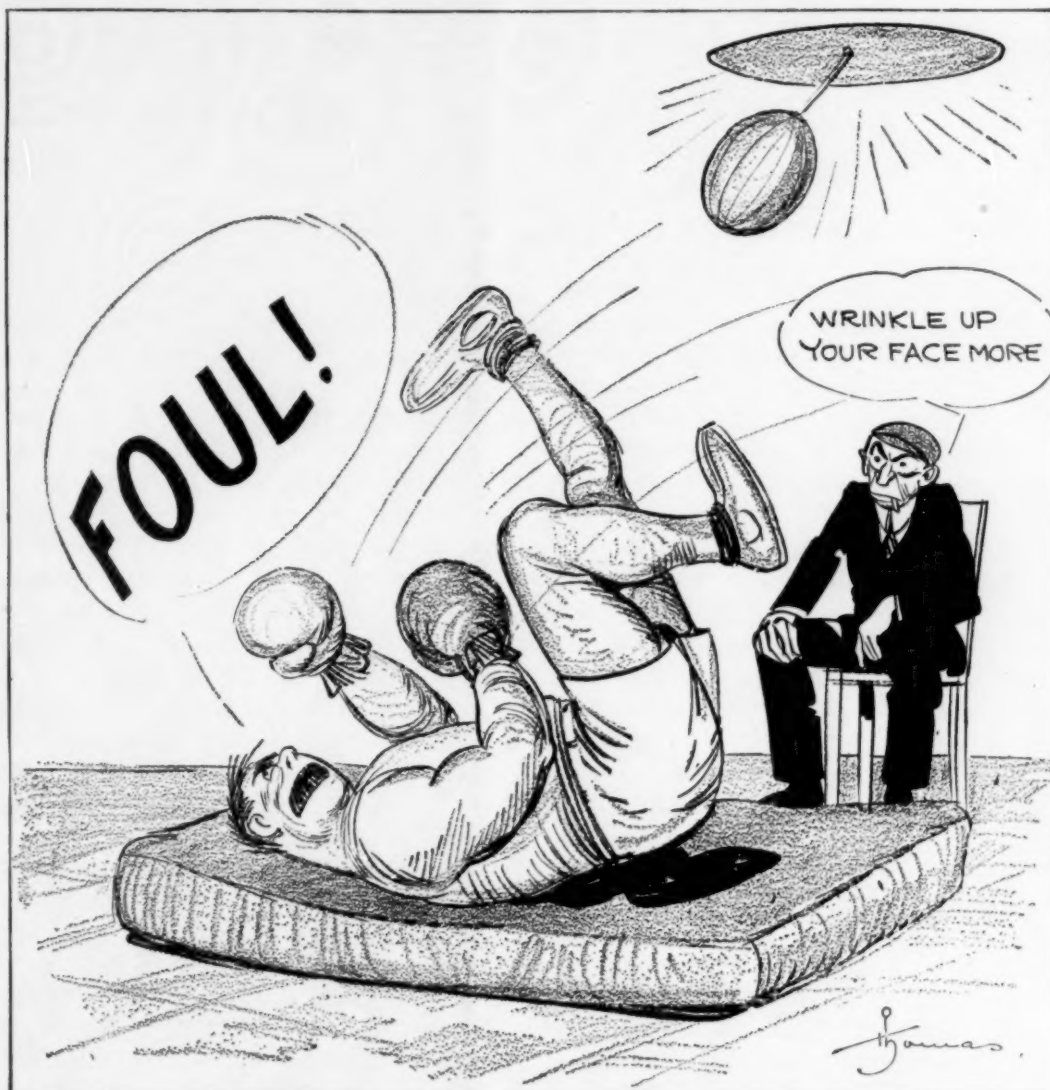
Of course the composition had to be light because the one linotype operator could set up only ten columns in a working night of eight hours. Sometimes the machine would get out of order. Sometimes the motor that powered the press would refuse to work.

Those were the good old days when newspapering was a one-man job. I wouldn't have exchanged those four years of hard labor for any experience I know of. It is a pleasure to go over the old volumes and reflect upon those trying days—to re-read the material we picked from so many sources.

My 25 years have led to the discovery that the most futile thing for an editor to possess in a small city is a private office. If you have one you are high-hatting the public, you are setting yourself up as a false

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TRAINING THE MODERN FIGHTER—By Burt R. Thomas  
Courtesy of The Detroit News

## Why We Banned Fight Ballyhoo

By CHARLES S. RYCKMAN

Editor, The Fremont, Nebr., Tribune

### EDITOR'S NOTE

Sport news in general and fight news in particular have been the source of considerable controversy in American journalism. No stiffer punch than this one by Editor Ryckman has been given to pugilism although the recent articles by Milton Mackaye in the *New York Evening Post* and newspapers of the North American Newspaper Alliance were equally as vigorous.

**N**EWs of pugilism, as it is available to the daily press, is basically unreliable, unfair and dishonest. The game itself is established upon a basis of criminality, and is so often made to serve criminal purposes that even so rare an event as an honest pugilistic promotion cannot claim public confi-

dence. The people identified with the various phases of the business are in the main unscrupulous.

News of any other kind, from a source so steeped in unreliability, would have no more chance of finding its way into the columns of an honest newspaper than Darrow would have of being elected governor of Arkansas. And yet the daily newspapers of America are accepting news of pugilism, well aware of its utter depravity, and are passing it on to their readers in the guise of dependable news.

The elimination of prize fight news in the Fremont

(Continued on page 16)



# An American View of

Based on More Than Two Years of Observations

By MELVIN K. WHITELEATHER

EUROPEANS who never have visited the new world find it impossible to conceive a country as large as the United States ruled by a single state, even though that be federal. The recent goodwill flight of the Frenchmen Coste and Bellonte left the home folks gasping for they could not believe that after days of travel—and by air at that—their two heroes always were within the borders of the United States.

An American who never has seen the patchwork called Europe is similarly baffled when he sets for himself the task of thinking of a single country. Distance improperly conceived gives false conclusions.

So in considering the press of France let us get the position of Paris in the country firmly in mind. Paris rules. There is no other city in that part of Gaul that counts. For our purpose, it might be convenient to think of France as one thinks of a single American state, if one of the smaller states containing no city of equal importance to its capital is chosen. France, then, is a surcharged American state ruled completely by one city wherein has been attained the country's highest degree of civilization.

This leads us directly to the conclusion that Paris newspapers are the newspapers of France. The provincial takes a local paper but with it comes one from Paris. There are not a half dozen influential provincial papers, and most of these are in one section, the center and the south, where blood and politics boil.

The country has 281 newspapers proper and 252 financial papers. Paris claims 28 dailies of the news and politico-news type, and one daily, *Comoedia*, of the literary-artistic-dramatic type. You may see from these figures that the French take their press rather seriously.

A division is drawn between the *news* press and the *political* press. The political press prints some news, but usually late and skimpily. Its *raison d'être* is not to dispense news, but to disseminate opinions and ideas. This type of paper forms three-fourths of the Parisian press. It does not depend upon advertising for its existence; it depends upon an "angel." There is no attempt to make of it a business proposition. It prints special stories and has one or two leader-writers who are either politicians themselves or professors of history or economics. It procures articles from time to time from authorities. The reason for so many political papers lies, I believe, in the fact that the French are deeply interested in politics and that they base it on ideas rather than upon "interests." You thus get such anomalies as Leon Blum, a millionaire leader of an advanced wing of the Socialist party. With moneyed men belonging to the "out" parties, you do not have to go far to discover "angels" to subsidize propaganda sheets. Regardless of how small the party, or section of a party, it is possible to have a daily newspaper. As far as I am aware, all of them do have. The most important stories in these papers are editorials displayed on page one, or editorial matter with a news event as basis.

We find in Paris seven leaders in the *news* field. They are *le Journal*, *le Petit Parisien*, *le Matin*, *le*

*Petit Journal*, *Paris Midi*, *l'Intransigeant* and *Excelsior*. All of these are morning papers excepting *l'Intransigeant*, and *Paris Midi*. The latter is a mid-day clean-up paper run on American lines and the former runs several afternoon editions.

Three of this list can be set alongside the most enterprising of American dailies. *Le Journal* is forever inventing something to scare its competitors and

## French Journalism at a Glance

- "Paris newspapers are the newspapers of France."
- "A division is drawn between the news press and the political press."
- "Foreign news, especially that from the Americas, is almost nil."
- "France has no Hearst, no Lord Rothermere, no Lord Beaverbrook."
- "It is generally known that editors and reporters are purchasable."
- "The French Press enjoys a liberty almost as perfect as any newspaper man could ask for."
- "Other European countries have their censors, but France has none."



These are some of the conclusions that Melvin K. Whiteleather, American newspaper man and magazine writer, has drawn concerning the French Press during his extended stay abroad. His article is a comprehensive survey.

# of the French Press



of Observation From the Inside Looking On

K. WHITELEATHER

is always a bidder for big copyright stories. *L'Intransigeant*, which also publishes several popular magazines in its admirably equipped plant, is not far behind *le Journal*, while *le Petit Parisien*, claimant of the largest circulation, keeps *le Journal* and the "*Intran*" fighting for what they get. *Le Matin*, thanks to its hook-up with the New York *Times*, occasionally features a big, world story which the *Times* has sewed up.

With these papers *news* is the principal element. They are business propositions supported by advertising. Curiously, until the *Intransigeant* came into the field in late years, it was believed that an evening paper could not live if run on business lines. But now the "*Intran*" is the fattest paper in France, carrying advertising that forces it to double the usual eight-page size of the standard French newspaper. Advertising, the efficacy of which the French are not convinced of—and I doubt if they ever will be—pushed the "*Intran*" into feature and news fields never before exploited by the French press.

In these papers we find a political article, sometimes on the first page, sometimes on page three, crime being played proportionately the same as it is in the United States (allowing for the conservative attitude the French hold toward headlines), well developed feature stories which include all sorts of expeditions, inquiries and articles on social and economic subjects.

They love to send a staff man to India or to Chicago or to Timbuctoo to write his impressions. Such expeditions are called "*enquetes*." They are a valuable part of French journalism. These papers and one or two of the politico-news type such as the *Echo de Paris*, have the provinces well dotted with local correspondents to supplement the slow and uncertain Havas news agency.

But even in the strictly *news* papers, we must not not minimize too much the importance given to political stories of even small moment. If, for example, a political speech is made on the same day that a big nonpolitical story breaks, the straight news is given secondary position.

While domestic news is not badly covered, from their point of view, foreign news, especially that from the Americas, is almost nil. Aside from Havas representatives in New York and South American capitals, there is but one solitary accredited French journalist in either North or South America. He is a young

chap named Pierre Denoyer who spends his time between New York and Washington for *le Petit Parisien*.

Against this ridiculous figure of one Frenchman in the United States, it is estimated that in France there are something like 45 working journalists bearing United States citizenry. With the increasing world power of the United States, there is every reason to believe that France will take more interest in what goes on in that country. That Frenchmen are beginning to be apprehensive of the American civilization is shown by the abundance of recently published books, some just, others ridiculous, upon the subject.

But not all foreign news is similarly slighted. There are three or four regular correspondents in London, and about the same number in Berlin. Outside of these two capitals, however, one cannot look for much excepting part-time men who dispatch by mail. The French like mail stories immensely; stories developed from historical angles, that may be read at leisure a week after publication. *Le Temps*, the venerable and polite paper which we have not yet had occasion to mention, uses much space on letters from Cairo, Bucharest, Sofia, Constantinople, Prague, etc., labeled *La Vie a Bucharest*, *La Vie a Caire*, etc.

It must be mentioned that the European press does not print hundreds of items of small concern which American papers use to fill in around advertising. Inconsequential things are left out. American correspondents 3,000 miles from home burn up the cables with yarns about Americans. Corresponding French stories would not even get into the local papers.

You find in practically all papers, no matter of which type, a daily *conte du jour*, or continued story. Few papers are without their columnist or columnists. The cartoon and caricatures on political and social life form a big part of all papers. Paris has some excellent cartoonists. This type of artist cuts a big figure in Parisian life, as does the journalist himself. There is, in fact, an annual salon for the humorists. Political caricatures are cutting and extremely sarcastic, as is also the type of political writing employed. There are no comic sheets, excepting a weekly tabloid of American comic strips published by *le Petit Parisien*. But this is not sold with the newspaper, nor does it circulate very widely.

This story would not be complete without mentioning the absence of all syndicates and chain newspapers.



France has no Hearst, no Lord Rothermere, no Lord Beaverbrook. Francois Coty, the perfume manufacturer, owns two papers, *le Figaro* and *l'Ami du Peuple*, the latter a name he took from Marat's famous revolutionary journal. Then Madame Paul Dupuy, an American-born woman, owns two, *le Petit Parisien* and *Excelsior*. There is no organized attempt to buy up papers throughout the country. The French do not go about things that way. Likewise, there are no syndicates dispensing canned editorials, short stories, features and the like. There are, to be sure, photo services—and two of them are American, *Wide World* and *Keystone*. But France has a leech of another nature: an arbitrary and absolute distribution monopoly.

The French develop their stories as if they were producing a short story. What we know as the "lead" is not in the French journalist's vocabulary. He starts in telling his tale in the most roundabout way leaving, usually, the *news* for his last paragraph. In a murder trial, for instance, the story will start by relating that it is generally known that on such a day so and so killed so and so. Then it will launch into details about the trial, describing the witness, the accused and so forth, leaving for the very last the fact that he had been found guilty, with a recommendation of mercy. It is the dramatic that interests the French reader.

Turning to the morality of the press, it is best not to express too much to a public not informed upon the Latin attitude toward life. What is generally accepted custom might be construed to be much worse than it actually is. In other words, with Anglo-Saxon morality, one cannot judge the Latin, and vice versa. Anglo-Saxon and Latin morality cannot be compared if one hopes to arrive at the truth.

Advertising, I think, plays a less important part in swaying the attitude of newspapers than it might. One would arrive at this conclusion inasmuch as there is only a handful of papers which depend upon it. Free stories about products advertised are the custom, especially in a small daily column called *Echos*. But everyone knows that they are "puffs." There is no attempt at deception. There have been rumors of newspapers being sold to industrial interests, mostly foreign interests, to propagate sub rosa, but these have never been proved. Subsidization of the political press can hardly be brought upon the same plane.

It is generally known that editors and reporters are purchasable. There is no line drawn, as far as I have discovered, which defines who shall accept money for writing articles and who shall not. Attentions paid to reporters and to editors go further than small

presents. It is an accepted way of doing things. If you want something in the paper, you must pay for it and the money does not go to the business manager nor is the printed stuff labeled as advertising or publicity. As is the case anywhere else in the world, with money you can get what you want. Only the ways in which the money must be spent differ. Using an Anglo-Saxon magnifying glass, you discover rotten spots in the French press. Pick up a French glass and the spots you discover are only bruises.

The French press enjoys a liberty almost as perfect as any newspaper man could ask for. Other European countries have their censors, but France has none. Likewise, the hidden dictators are few. Convention does not stifle too much, although it has some effectiveness. There seems to be little fear of harming this or that interest. If the editor has a grievance, he prints it, regardless of who is likely to object. This is not so much true of the strictly *news* papers. It is the political ones which are the freest. They have no economic restrictions and they "pan" everything and anything but the political creed they defend. This makes, on the whole, the press much livelier than it is in the United States. You may be certain of entertainment regardless of whether you buy the Royalist *Action Francaise* or the Communist *Humanité*. There is a spirit running through the ensemble somewhat akin to that which prevailed when personal journalism was in flower in the United States.

France has not been able always to boast of a free press. Only since 1875 has it been entirely free. Freedom was guaranteed in 1789, but this was chucked overboard when democratic principles which brought on the Revolution failed to be consolidated. Napoleon I used myriad ways of suppression, among them the absurd one of forcing certain papers to pay pensions, far beyond their earning power, to favorite courtesans. The press was declared free once more in the Revolution of 1848, but again the republicans were inexperienced men who failed to foresee the *coup d'état* of 1851 which put Napoleon III on the throne and ruined the Second Republic.

This *aperçu* of the French press must leave untouched a number of idiosyncracies both amusing and instructive to an American newspaper man, such as, to mention but three, the absence of society columns, the law which requires publication of retractions in the exact position with the same type and headline as was used for the erroneous statement, when requested to do so by the injured party, and the total substitution by the provincial press of scissoring for telegraph tolls.

Lastly, and handily, you can stick a French newspaper into your pocket and run no risk of being suspected of carrying a bottle.

# Striking Out For Yourself

If Nobody Else Will Hire You, Try Being Your Own Boss

By JAMES H. MYERS

Editor and Owner, The Fallbrook, Cal., *Enterprise*

**B**EFORE venturing into the country field as a newspaper owner the young journalist should satisfy himself not only that he is fitted by temperament and personality for life in the small community or rural district, but also that he has the courage and endurance to carry on an uphill struggle for success which may require many years.

In a nutshell, those are my words of advice to the recent college graduate who is as yet undecided which of the fields of journalism to enter.

Two months after my graduation from Stanford, I received word through the university employment office of an opening as assistant editor on the Taft, Calif., *Oilfields Dispatch*, a weekly newspaper. I wired the publishing company that a letter of application was on its way. In a few days a telegram came advising me to report for work at the earliest possible moment. My old car, which had survived my undergraduate life, transported me to the oil fields of the San Joaquin Valley and to my first newspaper job.

For a man acclimated to the coastal region of Southern California, the sudden change to the desert heat of the interior valley was a considerable shock and required readjustment to living conditions.

Once on the job I discovered that the title, "assistant editor," covered not only the reporting for and editing of the newspaper, but in addition the book-keeping for both newspaper and job printing departments, management of the advertising, and general errand boy. Within a week after my arrival on the job, the shop superintendent took his two weeks' vacation, an event he had planned on before the change in assistant editorship was contemplated. Imagine my getting on to the ropes with a substitute printer on the job, who did not know the shop, and who handicapped the entire office force.

The editor of the *Dispatch* also was chairman of the county board of supervisors. His political duties required so much of his time that he was able to contact his newspaper office only a few times a week, leaving the bulk of the editorial responsibility in my hands. A combination of factors thus were constantly at work to give me a wealth of experience in a very short time.

After I had been on the job about five months, a friend of mine, who was not a newspaper man but who had acquired a newspaper and job printing plant in a Los Angeles suburb through a business deal, of-

fered me the job of managing the plant for him. This was a step up in the world. I went to Los Angeles, looked the plant over, and agreed to take the job. Waiting until a new man had been broken in on the *Dispatch*, I left the oil fields and came down to my new job.

Imagine my consternation when I learned that my friend was in the midst of a deal to sell the plant to a daily newspaper in another state. He had put me on his payroll for more than a month, just as insurance in case his deal fell through and he would need me to manage the plant.

It came about that my good friend sold his plant after considerable negotiations, but I did not hold that against him. He was getting along in years and the worries of another business, especially one with which he was unfamiliar, were more than he should have tried to endure. Once again I was without a job, but with far more knowledge of the newspaper game than when I left the university.

A visit to every weekly and daily newspaper in San Diego County led to the discovery that newspaper jobs were scarce and not to be had until some distant time in the future. The idea of going into business for myself came into existence at this time and caused me to investigate the possibilities. I went to see a young fellow who was operating a small paper in a coast town, to sound him out on the sale of his plant. He was anxious to sell.

But, after talking with the influential men in the community, I learned why he wanted to sell and why I should not buy. Not only was there a serious shortage of water supply, sure to paralyze the town and the nearby fruit-growing country, but also the merchants had the fatal attitude: "Get the tourist business and disregard the local trade."

It so happened that the owner and publisher of my home town weekly newspaper, The Fallbrook *Enterprise*, had been in failing health for several months. He was operating the newspaper and job shop on a one-man and reporter basis, and the work was proving too much for him. During my enforced vacation I took over the operation of his plant for two weeks while he was in bed in a critical condition. I had gone through some mechanical training in his shop several years before and hence was familiar with the plant.

(Continued on page 16)

# THE QUILL

A Magazine for Writers, Editors and Publishers

THE QUILL is published monthly by Sigma Delta Chi, professional journalistic fraternity. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American and Canadian colleges and universities. It is the official publication of Sigma Delta Chi, which was founded at De-Pauw University, April 17, 1909.

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## NATIONAL HEADQUARTERS

836 Exchange Avenue, Chicago, Ill.

A. W. Bates, Executive Secretary

DECEMBER, 1930

## Home-Town Papers

NOTHING can take the place of the home-town paper, be it a metropolitan daily from one of the nation's largest cities or the weekly or semi-weekly from some small town in Ohio, Indiana, Illinois, Texas, Washington or any other state. The evidence is convincing.

Consider the mail basket in the apartment building. Here a weekly from Indiana, there a semi-weekly from southern Ohio. Today a weekly from the Pacific Coast, tomorrow a semi-weekly or another weekly from the Southwest. Dailies from cities scattered all over the country.

Downtown news-stands know of the attraction of home-town papers for city-folk and profit accordingly. Watch the people who stop at a news-stand selling out-of-town papers; watch the intent look on their faces as they move away, scanning the front pages of the papers they have purchased. They may be New Yorkers now assigned to duty in Detroit or Chicago or Detroiters or Chicagoans who have been transplanted to other points by the orders of Big Business. They may be from small towns or cities from far distant points.

Letters from home cannot begin to relate all the news of interest to those who have moved to other cities. That is where the home-town paper fills a place that nothing else will. One of the most enjoyed

Christmas presents we ever received was a year's subscription to our home-town semi-weekly. Through its columns we keep track of former classmates in grade and high schools; of improvements; new industries; efforts of former associates in business—of the hundred and one things that bring back memories of the "old home-town."

• • •

JOURNALISTIC instruction has a value to many who have no intention of following newspaper or magazine writing as their principal means of livelihood. Therein lies a field of usefulness that should be cultivated by the schools and departments of journalism.

Men, or women, who follow business careers, medicine, engineering, scientific research, teaching, finance or any other field at some time or other likely will be called upon to express themselves in print or reports. They must at such a time be able to present their views or the results of their investigations or research in a clear, convincing and at the same time interesting manner. And that is where many who never have had training in writing wish fervently that they had.

A young physician was commenting along this line recently. He remarked that he was sorry that he had not taken some journalism while in college. "I am doing considerable research," he said. "The way to advance in my profession, as I see it, is to accomplish something by research and then present the results in medical journals. But my difficulty comes when I attempt to write. I do not know how to go about it."

A similar view was expressed by a young man in the field of finance. He sees the need for presenting financial information to the ordinary man or woman in language and manner that can be understood readily.

What these two have found also has been expressed by others.

Instruction in composition and various English courses no doubt benefited both these men, but they have found that they need something else, something that they believe journalistic instruction would have given them.

The goal of journalistic instruction, as we view it, is to enable those who take it to be accurate, interesting, concise and informative in their writing. These attributes certainly are to be desired by many in addition to those who will make newspaper and magazine writing their careers. If journalism, in training men and women to follow its paths, can also train others better to express themselves it will be taking another forward step in creating a better understanding in the modern highly complex civilization.



## After Deadline

CHARLES STEPHENSON SMITH's busy years in journalism demonstrate full well that journalism has not yet become entirely mechanical—that there is still adventure to be had. He was in Belgium, Holland, France and England during the time the German horde was sweeping toward Paris. Next he was sent to China. After that came Russia, where he traveled with the Root mission. He was in Russia with the Bolshevik government when the Germans threatened to move on the capital in 1917 and accompanied Lenin's government to Moscow. He left Russia and arrived in London in time to witness the armistice celebration there. He worked in Paris during the framing of the Versailles Treaty and the treaties with lesser powers associated with Germany. Then to Constantinople—back and forth across the Black Sea—to Riga to cover the peace conference between Poland and Russia—then the Geneva Russian conference, where he obtained a notable scoop on the Rapallo Treaty, the secret understanding between Russia and Germany—to the Lausanne conference. Adventure gone? It would scarcely seem so.

James H. Myers, who contributed "Striking Out for Yourself," and W. M. Glenn, author of "A Quarter Century of Journalism," reveal in their articles more concerning themselves than could have been told here. That was just what they were asked to do and their assignments were well covered. Wish that Editor Ryckman's remarks had been longer but what a punch they carry! John R. Fleming, better known to his

many friends as Jack, is a great chap to know. He is the subject of an editorial box. Melvin K. White-leather was an issue editor when the Acting Ed. became a cub on the Ohio State *Lantern*, university daily. He was a "right guy" to work for and with. He has won his spurs in newspaper and press association work and in the writing of magazine articles. A former cub predicts that you will hear more from his former boss.

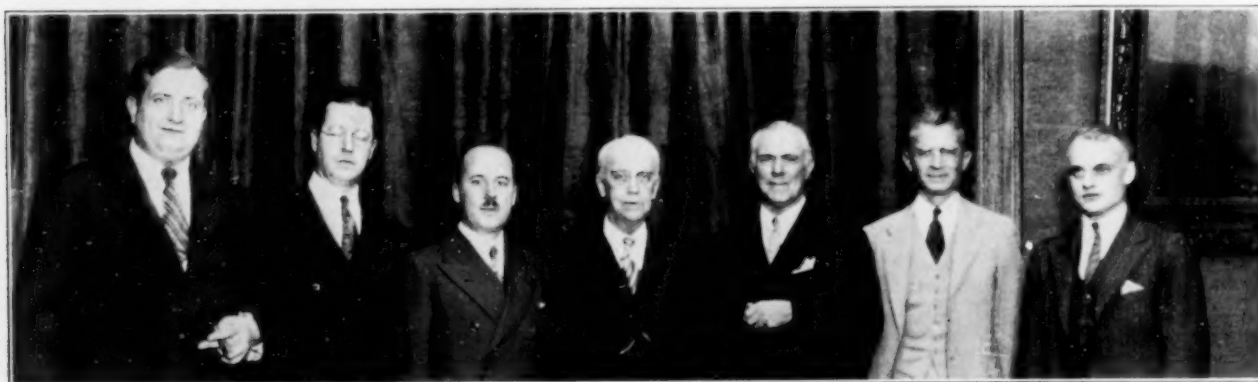
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Here is good news for those who would like to have *Editor and Publisher* each week. In the September issue of THE QUILL, readers were reminded that members of Sigma Delta Chi, through the courtesy of James Wright Brown, publisher of *Editor and Publisher* and national honorary member of the fraternity, could obtain a special rate of \$2.50 a year. The rate is even more attractive. James W. Brown, Jr., points out that the special rate is \$2.00 yearly to members of the fraternity. Give your national number (to be found at the lower left of your address label) and your chapter when remitting.

\* \* \*

There occurred a paragraph in the article "Editors in Shirtsleeves" in the September issue of THE QUILL that may have given rise to some misunderstanding as to the position of the Louisville *Courier-Journal* on the free silver question when silver was a campaign issue. The paragraph stated that the *Courier-Journal* took its position for sound money "after McKinley made a speech on the free silver issue." That was true but the *Courier-Journal* was not influenced by McKinley's speech, as it might appear, for his speech advocated free silver while the paper took the opposite position.—R. L. P.

### DR. WALTER WILLIAMS HONORED AT LUNCHEON OF SIGMA DELTA CHI LEADERS



Dr. Walter Williams, president of the University of Missouri and founder and former dean of the School of Journalism at that institution, was the guest of honor at a luncheon given at the Lotus Club in New York, October 17, by Frank E. Mason, president of International News Service, for leaders of Sigma Delta Chi. Those present included four past presidents and two past honorary presidents. They were, from left to right, Kenneth C. Hogate, vice-president and general manager of the *Wall Street Journal*, a past president; Laurence H. Sloan, vice-president of Standard Statistics, one of the founders and first national president of the fraternity; Mr. Mason, a past vice-president; Dr. Williams, a former honorary president; James Wright Brown, president and publisher, *Editor and Publisher*, a former honorary president; Roger Steffan, vice-president National City Bank, New York, a past president, and George F. Pierrot, managing editor, *The American Boy*, another past president.

### **Training for Foreign Service**

(Continued from page 4)

feature matter from foreign lands is required by American newspaper readers. It is through training as reporters and copyreaders and telegraph editors that news men get a sense of news values and are able to learn how difficult it is to determine accurately what the public wants to read.

News writers in foreign fields who have not had considerable experience on papers in this country suffer much the same handicap that a millinery buyer in Paris, without knowledge of the taste of American women, would have in buying hats for the American trade.

There was a time when foreign correspondents for American organizations devoted most of their effort to the discussion of international political relations. But the whole world is apparently weary of a diet of too much politics. Politicians can no longer monopolize the press as they once did. Amusements, sports, fashions, trade, education, road-building, labor problems, the development of air service and scores of other practical subjects are competing with politics for space in the news columns.

The general use of pictures by American newspapers has brought about a great change in the work of foreign correspondents. Subjects which formerly required lengthy descriptive writing for proper presentation can now often be presented to readers more satisfactorily through news photographs and tersely written captions.

Newspaper readers the world over are now apparently far less interested in governments and their routine doings than they are in the activities of peoples. There is a disposition to consider the peoples who live under certain regimes as more important than the regimes. Governments are no longer important as such, but only in the results they achieve for the persons who live under them.

Kings and queens and premiers and presidents have been forced to share the spotlight with the Gandhis and the Helen Willises and Bobby Joneses. Moving picture stars, rather than queens and princesses, now give the feminine world its fashion hints. Persons must be interesting to get into modern newspapers.

In Russia years ago I once heard Dr. Edward Alsworth Ross, the sociologist, remark, "Anything which is interesting is sociology." The same definition might be given for news. And the best place to learn what interests newspaper readers is on the reportorial staff of a live newspaper. City editors, managing editors and copyreaders are sharp critics who do not hesitate to slash dull copy. The news writer who has

faced such a battery of critics successfully for years has a background which will be indispensable if he decides to turn to news work abroad.

### **A Quarter Century of Journalism**

(Continued from page 8)

genius who cannot be seen. And people want to see the editor!

And so I might go on with a thousand and one incidents and observations bearing upon the profession during these 25 busy years—but there isn't space. My only wish is to enjoy 25 more years in doing something constructive.

### **Why We Banned Fight Ballyhoo**

(Continued from page 9)

*Tribune* has been accomplished not so much by the application of a fixed policy as by the gradual banishment of news found unfit for print.

The *Tribune* started out by culling the worst of the prize fight stories coming to its news desk. After a few months, the discovery was made that this rule virtually eliminated all news of pugilism.

We waited for the kick-back from our readers, but it never came. No announcement of the policy was made, and few of our patrons are aware today that anything unusual in the way of editorial experiments has been attempted. We have never received a complaint or lost a subscriber, although scarcely half a dozen prize fight stories have appeared in our columns in the last two years, while prior to that time we averaged at least two columns a day and in the periods immediately preceding important matches had given major play to all forms of promotion material.

The only exceptions we make to the rule are the reports of results of important bouts, and these are confined to recognized championship affairs. We would expect to give limited publicity to local promotions.

We believe we have refuted the supposed axiom that the reading public demands the kind of news that, in the editor's own judgment, is not fit for publication. It is my personal opinion that we rammed this rot down the public's throat all these years and simply tried to justify our own shirking of a moral duty by blaming a public appetite that did not exist.

### **Striking Out for Yourself**

(Continued from page 13)

The publisher had to sell out. Here was my opportunity. Should I grasp it or let it go by?

Here were the arguments for going into the newspaper business in my home town: For the greater part of my life I had lived on a ranch near Fallbrook.

I knew almost everyone in the community and everyone knew me. Among the business men of the town and influential men of the community I had some very good friends who would like to see me make a go of it. I was familiar with political, social, and business conditions in the community. An irrigation project was underway, which, when completed, would make this district one of the most prosperous in Southern California. An enormous increase in population within ten years was assured. Here was an opportunity to take an active part in the upbuilding of the town and the county. A case of getting in on the ground floor and growing with the community.

Taking an adding machine and the files of the newspaper for the past year, I added up the display space and classified lineage to determine the advertising income. Knowing the circulation and subscription price, I figured the probable annual income from the circulation department. Only an estimate could be made of the possible job printing business. The results of my figuring convinced me that I could operate the plant without any increase in business over that of the past year.

Now as to the financing, perhaps the most serious problem confronting the young journalist striking out for himself. Only scanty remnants were left from the wages of previous jobs. A relative loaned me \$1,100, \$1,000 on a long-time note, with which to make the down payment on the plant and cover operating expenses for the first month. I signed a lease contract to pay \$100 a month, principal and interest, until I had paid the balance due on the plant, the payments to be made on the fifteenth of the month, beginning the second month after signing the contract. At least four years will be required to complete the plant payments, at the end of which time I must begin paying off the \$1,000 loan.

At the time of this writing I have been on my own eight months. I have met the payments on the plant according to the lease contract and have made operating expenses as well. With a general depression of business conditions throughout the United States, I feel I have no cause for complaint on my progress so far.

Already my newspaper's influence has been felt in several projects for the welfare of the community. My interest in county affairs has resulted in my being elected a director of the Northern San Diego County Chamber of Commerce.

During the past eight months I have worked harder than I ever did before in my life. Yet I have derived great personal satisfaction from my work and am steadily going ahead with bright prospects for the future.

## The Book Beat

Conducted by MITCHELL V. CHARNLEY

AMERICA LOOKS ABROAD, by Paul M. Mazur, Viking Press, New York. 1930.

Paul Mazur, whose previous volume on the American financial scene, "American Prosperity," is favorably known, writes authoritatively, specifically, often colloquially. The Book Beat urges you to read the new book because of its direct bearing on what is likely to be America's biggest national problem in the next decade, regardless of Chicago gunmen, poison booze and Hoover popularity—the problem of America's foreign markets. Mr. Mazur tells, in layman language, the virtues and fallacies of the favorable-balance-of-trade theory; he discusses tariff and the probable results of a tariff war; he pictures graphically what America may hope for from foreign trade and its effect on domestic prosperity, between now and 1940. The major points of the book could be compressed into a 5,000-word article; but such an article would be all major points, no background. "America Looks Abroad" is the kind of book of which it may be said, "Every newspaper man should read it."

\* \* \*

LIBERTY, by Everett Dean Martin. W. W. Norton & Company, New York. 1930.

We live in the Land of Liberty. And what of it?

What is this liberty, in a land where drinking alcohol is prohibited by statute, talking communism is prohibited by night sticks and wearing Nile-green silk knickers is prohibited by fear of sneers, ridicule, hot-handing? What place has liberty in a democracy? "Liberty" is the catchword of the soapbox orator, the boast of the average American, the Arcadia of the immigrant. Under just which cracker barrel do you look to find it?

Mr. Martin, whose output of \$3.00 books has given him standing and the right to talk, seeks to answer such questions as these in his newest volume. He does a good job of it. He talks about liberty as it is, not as the romantics, the four-minute speakers and Mr. Arthur Brisbane would paint it. . . . "Liberty" is non-fiction you can read and read and read—you won't find it work. Read Milton's "Areopagitica," Locke's "Toleration," Mill's "Liberty" and this book, and you'll know what you're talking about when you write your editorials.

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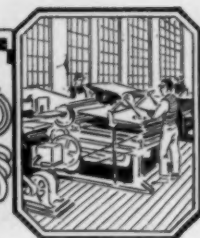
TECHNICAL WRITING OF FARM AND HOME, by F. W. Beckman, Blair Converse and H. R. O'Brien. Collegiate Press, Ames, Ia. 1927.

Written as textbook for departments and schools of journalism interested in "technical" writing—writing for trade and class publications and the small-town paper—this book should be useful to any novice free lance writer. It is specific and simple, as a textbook must be. It starts from the ground—there's plenty in it that will be old stuff to any journalist, even of limited experience. But it attacks the writing problem from the trade magazine angle, and it holds in its 417 pages hints and suggestions and practical ideas that the free lance can turn into checks.





## WITH SIGMA DELTA CHI AFIELD



A. KENNETH MILLER (Ohio State '30) is on the copy desk of the Toledo *News-Bee*.

J. C. KAYNOR (Washington associate) publisher of the Ellensburg (Wash.) *Evening Record*, is president of the newly incorporated Ellensburg Building Company, which is erecting a \$75,000 stage terminal and general repair shops for the Washington Motor Coach Company of Ellensburg.

WES FARMER (Washington) is now assistant editor of the Olympia (Wash.) *News*.

JIM HUTCHESON (Washington '29) has secured a position as telegraph editor of the Walla Walla (Wash.) *Bulletin*.

WM. D. CHANDLER (Washington associate), managing editor of the Seattle *Times*, has returned to work after a two months' illness.

CLARENCE B. BLETHEN, Jr., (Washington '29) will spend several months on the St. Paul (Minn.) *Pioneer-Press*. Later he will work on a number of the Ridder Brothers papers in the East. Blethen spent a year as assistant city editor of the Seattle *Times*.

ARCH DINGWALL (Washington '30) is editing the Burlington (Wash.) *Journal*.

Washington chapter added two more to its list of associates at the last initiation when H. E. VanOmmeren, publisher of the Cashmere Valley (Wash.) *Record* and Alfred S. Hillyer, publisher of the Sunnyside (Wash.) *Sun*, joined its ranks. VanOmmeren is secretary and Hillyer president of the Washington State Press Association.

IRWIN BLUMENFELD (Washington '30) is serving on the reportorial staff of the Seattle *Post-Intelligencer*.

LEONARD S. KIMBALL and PAUL B. ZIMMERMAN (both Illinois '28) and WILLIAM E. WARNE (California '27) are co-workers in the Los Angeles bureau of the Associated Press. Kimball is news supervisor, Zimmerman is sports editor, and Warne is night manager.

STUART F. LEETE (Stanford '27) is now San Francisco editorial representative for the Consolidated Publishing Company, Seattle. Among the magazines Leete writes for are, *Pacific Motor Boat*, *Pacific Fisherman*, *Western Woodworker* and *Furniture Manufacturer*, *West Coast Lumberman*, and *Pacific Pulp and Paper Industry*. Previous to this connection, Leete was assistant editor of the Manheim Dibbern *News*, a weekly house organ of financial news. Shortly after being graduated from Stanford Leete did leg work for the San Francisco *Call-Bulletin*.

WARREN LINDSEY (Kentucky '30) is now helping his father edit a community weekly at Rockport, Indiana.

W. LAYTON DINNING (Florida '30) has joined the staff of the Daytona Beach (Fla.) *News Journal*. Dinning was a delegate to the Missouri convention and was president of the Florida chapter in the year just ending.

OTIS L. WIESE (Wisconsin '26) former president of the chapter, is now editor-in-chief of *McCall's Magazine*, New York City.

GERALD E. FERRIS (Kansas State '27) has been appointed director of publicity for the Capper publications, Topeka, Kansas. Ferris has been with the Capper publications since graduation, first in advertising and public relations work in St. Louis, and more recently on the staff of *The Kansas Farmer* in Topeka. He was in charge of *The Kansas Farmer's* protective service for farmers.

HERBERT S. CASE (Michigan '23), located at Munising, Mich., has recently added *The Northern Sportsman* to his ventures. This monthly magazine is an outdoor publication issued in the interest of conservation, touring, resorting, hunting, fishing and all outdoor recreation. It is the official publication of 20 sportsmen's organizations throughout the state. Case's other organizations include the Munising *News*, *The Munising Press*, and *The Cloverland Paper Company*.

EDWARD L. DENNIS (Washington State '25) is on the editorial staff of the *Washington Farmer* with offices in Spokane, Wash.

GEORGE PRIOR (Washington State '28) is on the editorial staff of the *Morning Herald* at Yakima, Wash.

WILLIAM C. BANTA, JR., (Cornell '30) has joined the publicity staff of the John Price Jones corporation in New York City. He was president of the Cornell chapter last year.

WILLIAM SCHULZE (Oregon '28) is telegraph editor of the *Evening Republic* at Yakima, Wash.

ARVILLE SCHALEBEN (Minnesota '29), formerly in charge of the Wakesha bureau of the Milwaukee *Journal*, is now directing the Oshkosh bureau.

Poultry-Dairy Publishing Company, Mount Morris, Illinois, now has five Sigma Delta Chi men in its ranks. O. A. Hanke (Wisconsin '26) is editorial director of the three publications, *Poultry Tribune*, *Hatchery Tribune* and *Dairy Tribune*. Roland C. Hartman (Wisconsin '29) is editor of *Hatchery Tribune* and *Poultry-Tribune*, while K. G. Anderson (Nebraska '29) is assistant advertising manager of both publications. C. N. Atwood (Wisconsin '27), formerly with the Olsen Publications in Milwaukee, became editor of *Dairy Tribune* late this spring. Hugh Thompson (Iowa '20) formerly field man for *Wallace's Homestead*, is advertising manager of *Dairy Tribune*, which was launched in April of this year. The magazine had not accepted any advertising for issues preceding October, when a paid circulation of 60,000 was guaranteed.

FRANK L. BRUNCKHORST (Wisconsin '30) on July 15 was appointed night news editor of the Dubuque (Ia.) *Telegraph-Herald*.

GRAHAM M. DEAN (Iowa '29), managing editor of the Iowa City *Press Citizen*, has received word of the acceptance of his third book, "Daring Wings," by the Goldsmith Publishing Company, New York. The story will be published in 1931.

Dean has had three books accepted by publishers in less than a year. The first, "Gleaming Rails," was published by D. Appleton and Company last spring. His second, "The News Mystery," a newspaper story, will be published by Appleton's this fall.

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